

Broadcast NewsAlert

Lara Shannon - Lara Shannon Consulting

▶ **ABC 774 Melbourne (Melbourne)**
Mornings - 24/09/2010 - 10:31 AM
Waleed Aly
Producer Ms Mary-Jane Fenech 03 9626 1787

Audience	
Male 16+:	49,000
Female 16+:	49,000
All People:	99,000

Live broadcast from Federation Square.
 Co-hosted by Lawrence Mooney.
 Aly introduces Stephen Gough, CEO, MCC, says the MCG is set to receive a major funding boost to refurbish the Southern Stand. Gough claims the stand needs refurbishment, which will include upgrading of entry points among other works. He complains about the amount of litter outside the MCG; Lawrence Mooney, comedian, says smokers need to dispose of their butts thoughtfully.
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Interviewees: Stephen Gough, CEO, MCC
Duration: 2:00
Summary ID: M00040700747

▶ **3AW (Melbourne)**
08:30 News - 24/09/2010 - 08:32 AM
Newsreader
Station Ph: 03 8667 3600

Audience	
Male 16+:	75,000
Female 16+:	126,000
All People:	205,000

The Keep Australia Beautiful National Litter Index has identified cigarette butts as the most common item of litter in the past year.
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Duration: 0:16
Summary ID: M00040698280


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▶ **TR FM (Traralgon)**
08:30 News - 24/09/2010 - 08:32 AM
Newsreader
Station Ph: 03 5173 1000

Audience	
Male 16+:	2,100
Female 16+:	2,500
All People:	4,600

The Keep Australia Beautiful National Litter Index has IDed cigarette butts as the most common item of litter in the past year. It found the most litter per 1000 square metres is in Tas, the least is in Vic.
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Duration: 0:16
Summary ID: W00040701256

 **SPORT 927 (Melbourne)**
08:00 News - 24/09/2010 - 08:02 AM
Newsreader
News Presenter Ms Lesley Yeomans 03 9347 8111

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

A survey has found smokers are to blame for most of the nation's litter, with cigarette butts the most common item of litter in 2009.
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Duration: 0:07
Summary ID: M00040698210

 **NOVA 100.3 (Melbourne)**
08:00 News - 24/09/2010 - 08:01 AM
Newsreader
Station Ph: 03 8420 3999

Audience	
Male 16+:	37,000
Female 16+:	36,000
All People:	91,000

A new survey from Keep Australia Beautiful has found smokers are to blame for most of Australia's litter.
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Duration: 0:12
Summary ID: M00040698549

10.10am, 23.9.10, Pulse Radio Geelong Scott Lyall interviewed by Denis Scanlan